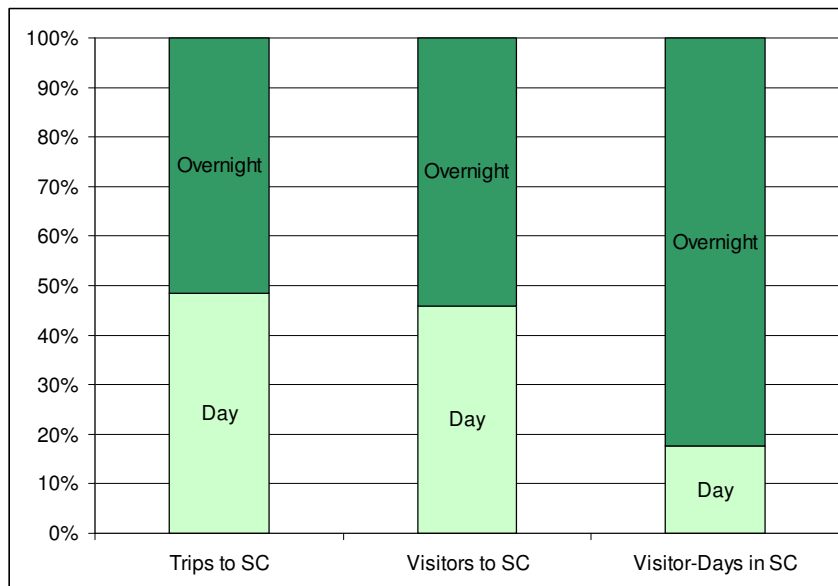


In-State Leisure Travel in South Carolina

(Travel by South Carolina residents inside the state for leisure purposes, excluding visiting friends and relatives)

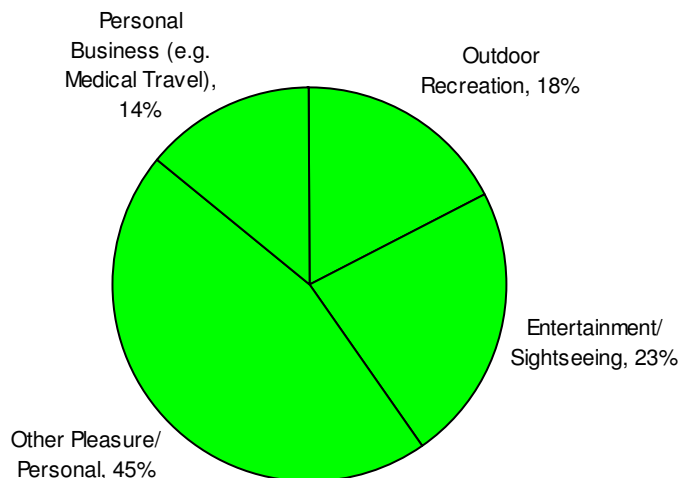
In-state leisure travel parties generate 14% of all domestic trips in South Carolina annually. This is 15% of all domestic visitors and 10% of all domestic visitor-days in South Carolina annually. They stay an average of 1.6 nights, and their median party size is 2 people. Their average party expenditure is \$410 per trip, and children are present on 29% of these trips. Among travel parties on in-state leisure trips in South Carolina 95% of them drive. None report traveling by air on their trip.

- In-state leisure travel parties on **day trips** account for 48% of in-state leisure trips in South Carolina annually. They represent 46% of all in-state leisure visitors and 17% of all in-state leisure visitor-days in South Carolina annually. Their median party size is 2 people. Their average party expenditure is \$180 per trip. Children accompany adults on 23% of these trips.
- In-state leisure travel parties on **overnight trips** account for 52% of in-state leisure trips in South Carolina annually. They represent 54% of all in-state leisure visitors and 83% of in-state leisure visitor-days in South Carolina annually. They stay an average of 3.2 nights with a median party size of 2 people. Their average party expenditure is \$618 per trip. Of these trips, 34% include children.



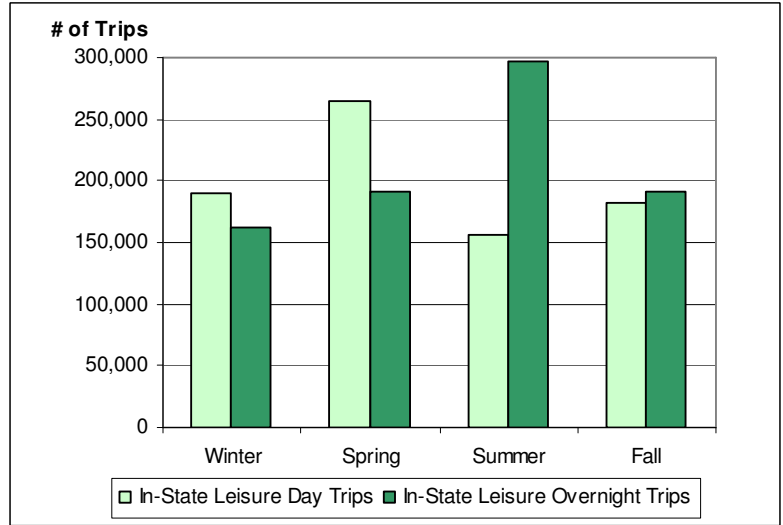
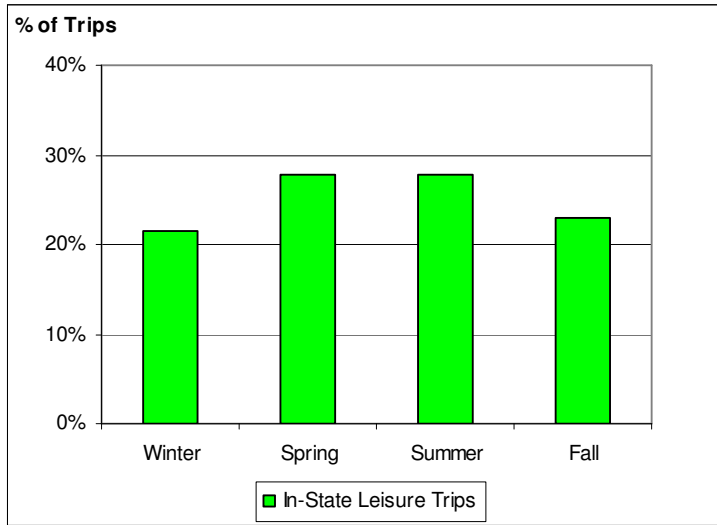
In-state Leisure Trips in South Carolina by Primary Trip Purpose

(day trips and overnight trips combined)



Seasonality of In-State Leisure Trips in South Carolina

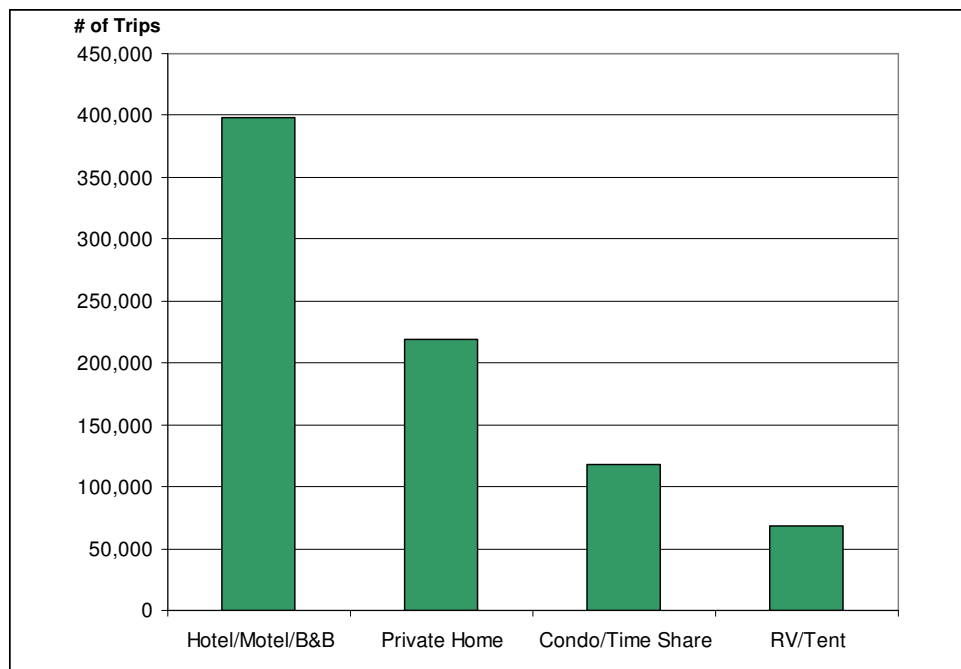
Winter is the off-season for in-state leisure travel.



(*Winter: Dec, Jan Feb; Spring: Mar, Apr, May; Summer: Jun, Jul, Aug; Fall: Sep, Oct, Nov*)

Overnight In-State Leisure Trips in South Carolina by Accommodation Type

Most overnight in-state leisure travel parties stay in hotels while on their trip, but a significant percentage of in-state leisure travel parties stay in private homes and other types of accommodation.



Note: Visitors can stay in multiple accommodation types during their trip.

Leisure Activity Participation for In-State Leisure Trips in South Carolina

In-state travel parties most often report participation in activities such as visiting the beach, shopping, and fine dining. Activities with less than 1.5% participation are not detailed below.

Most Popular Activities (16%+ Participation)

Activity	Participation Rate
Beach	30%
Shopping	21%
Fine Dining	17%

2nd Tier Activities (5%-15% Participation)

Activity	Participation Rate
Urban Sightseeing	12%
Rural Sightseeing	11%
Visiting Friends	10%
Visiting Relatives	9%
Theme Park	6%
Historic Sites/Churches	5%
Nightclub/Dancing	5%
State/National Park	5%
Wildlife Viewing	5%

3rd Tier Activities (2%-4% Participation)

Activity	Participation Rate
Fishing (Fresh/Saltwater)	4%
Old Homes/Mansions	4%
Camping	4%
Golf	4%
Youth/Amateur/Collegiate Sporting Events	3%
Museums	3%
Gardens	3%
Musical Theatre	2%
Nature Travel/Ecotouring	2%
Special Events/Festivals (e.g. Mardi Gras, Hot Air Balloons)	2%
Major Sports Event	2%
Hiking/Backpacking	2%
Theatre/Drama	2%
Motor Boat/Jet Ski	2%
Symphony/Opera/Concert	2%

Note: Visitors can participate in multiple activities during their trip. Values are rounded to the nearest whole percent.